INFORMATION LETTER

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FDA Publishes Proposed Color Additives Regulations

The Food and Drug Administration has published in the *Federal Register* of January 24 proposed regulations concerning the interpretation and administration of the Color Additives Amendment of 1960. These proposed regulations, which are reproduced as a Supplement to the INFORMATION LETTER (and being mailed separately), are in most respects identical to the initial draft released by the FDA on November 17, 1960, and briefly outlined in the INFORMATION LETTER of November 26.

If the regulations are adopted as presently proposed, some of the uncertainties created by the extremely broad scope of the Color Additives Amendment would be resolved. At the Congressional committee hearings the N.C.A. had strongly objected to the broad definition of the term "color additives" proposed by the FDA and ultimately adopted by Congress, on the ground that it might cover virtually *all* foods and food ingredients—including natural substances—*capable* of imparting color.

The proposed regulations would adopt the interpretation consistently urged by N.C.A. that the Color Additives Amendment be restricted in its coverage to substances deliberately used for coloring purposes, by including the following sentences in the definition of "color additives":

"Food ingredients such as cherries, green or red peppers, chocolate, and orange juice which contribute their own natural color when mixed with other foods are not regarded as 'color additives'; but where a food substance such as beet juice is deliberately used as a color, as in pink lemonade, it is a 'color additive.' Food ingredients as authorized by a definition and standard of identity prescribed by regulations pursuant to section 401 of the act are 'color additives,' where the ingredients are specifically designated in the definitions and standards of identity as permitted for use for coloring purposes."

Other provisions of the proposed regulations include procedures governing petitions for listing color additives, the appointment of advisory committees, requests for certification and exemption from certification, public hearings, and the standards by which color additives are to be evaluated for listing. In addition, a schedule of fees is proposed that would range from $3,000 for a petition for listing a color additive, to $250 for objections and request for public hearing.

Interested persons may present their views in writing to the Hearing Clerk, Department of Health, Education, and Welfare, 330 Independence Avenue, S.W., Washington 25, D. C., by February 23. It is expected that the Association will file comments or objections to several of the provisions in the proposed regulations.

Administration's Wage-Hour Bill Introduced; Would Curtail Canners' Overtime Exemptions

The Administration's wage-hour bill was introduced on February 7 by Representative Roosevelt (Calif.) as H.R. 3935 and on February 9 by Senator McNamara (Mich.) as S. 895.

Through amendments to the Fair Labor Standards Act, the bill would alter certain wage and overtime requirements of the Act, including those applicable to the canning industry. The amendments would take effect 120 days following enactment of the bill.

The hourly minimum wage for all employees now covered by the Act would be increased from $1.00 to $1.15 during the first year from the effective date of the amendments, to $1.20 during the second year, and to $1.25 thereafter.

The two 14-week exemptions from overtime pay which are now available to fruit and vegetable canners would be replaced by two 10-week exemptions. As at present, one of these exemptions would be limited to 12 hours per day or 56 hours per week; the other would be unlimited.

Specifically, the present 7(b)(3) exemption (seasonal industry) would become 7(b)(3)(i), and the present 7(c) exemption would become 7(b)(3)(ii). Each would be a 14-week exemption limited to 12 hours a day or 56 hours a week. For an industry to which both these limited exemptions would apply, such as canning, the combined total exemption would be restricted to 10 weeks, but an additional 10-week unlimited exemption would be provided.

The present year-round exemption from the overtime provisions of the Act with respect to workers employed in the canning "of any kind of fish, shellfish, or other aquatic forms of animal or vegetable life, or any by-product thereof" would not be affected by the proposed bill. Those persons employed in fish processing other than canning would be brought under the minimum wage provisions of the Act. Thus, fish canning and fish processing would be placed on an equal basis under the Act, both subject to minimum wage requirements but exempt from overtime provisions. The only fish canning or processing employees who would be exempt from both the overtime and minimum wage provisions of the Act would be those performing such activities "at sea as an incident to or in conjunction with . . . fishing operations."

The Administration bill would not affect the "area of production" exemption contained in the present Fair Labor Standards Act. Nor would it change the so-called "white collar" exemptions applicable to executive, administrative, or professional employees or to outside salesmen.

Hearings on the bill by a subcommittee of the House Committee on Education and Labor have been scheduled to begin on February 17, with Secretary of Labor Goldberg as the first witness. They are expected to

last only a few days. It is anticipated that hearings will also be conducted by the labor subcommittee of the Senate Committee on Labor and Public Welfare, but no plans have been announced.

Forthcoming Meetings

Feb. 14-15—Indiana Canners Fieldmen's School, Purdue University, Lafayette, Ind.

Feb. 14-15—New York State 36th Annual Raw Products Conference, Jordan Hall, Geneva

Feb. 15-17—Food Processors Workshop, University of Maryland, College Park

Feb. 20-21—Special Industrial Radio Service Association, 9th Annual Meeting, Bakersfield, Calif.

Feb. 20-22—Soils Short Course, Illinois Canners Association and University of Illinois, Urbana

Feb. 23-24—New Jersey Processors Fieldmen's School, New Jersey Agricultural Experiment Station, New Brunswick

Feb. 24—Ozark Canners, Processors, Brokers & Supplymen Association, Annual Meeting, Colonial Hotel, Springfield, Mo.

March 3-4—Virginia Canners Association, 53d Annual Meeting, Hotel Roanoke, Roanoke

March 5-7—Canners League of California, 57th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 5-8—National Association of Frozen Food Packers, 20th Annual Convention, Dallas

March 12-15—National-American Wholesale Grocers Association, 55th Annual Convention and Exposition, Palmer House, Chicago

March 14—National Canners Association Northwest Branch, Annual Canned Salmon Cutting, Olympic Hotel, Seattle

March 14-15—Wisconsin Canners Association, Spring Meetings, Loraine Hotel and the Wisconsin Center Building, Madison

March 16-17—Indiana Canners Association, Spring Meeting and Technical Conference, Purdue University, Lafayette

March 19-20—Tri-State Packers Association, Spring Meeting, Hotel Dupont, Wilmington, Del.

March 20-22—USDA Symposium on Poultry Health, University of Georgia, Athens

April 6-8—Institutional Food Distributors of America, Annual Convention, Hotel Americana, Bal Harbour, Fla.

April 9-12—U. S. Wholesale Grocers Association, Annual Convention, Hotel Americana, Bal Harbour, Fla.

May 7-10—Super Market Institute, 24th Annual Convention, McCormick Place Hotel, Chicago

May 7-11—Institute of Food Technologists, 21st Annual Meeting, Hotel Statler, New York City

June 11-12—Michigan Canners and Freezers Association, Spring Meeting, Whitcomb Hotel, St. Joseph

June 14-17—Processed Apples Institute, Inc., 10th Annual Meeting, The Greenbrier, White Sulphur Springs, W.Va.

June 18-22—National Association of Retail Grocers, 52d Annual Convention, Convention Hall, Philadelphia

Fresh Cabbage for USDA

USDA announced January 25 that it intends to buy cabbage in upstate New York, using Section 32 funds, so as to assist growers in marketing their abundant supplies. Purchases were to begin as quickly as possible.

Action on Food Stamp Plan Awaits Report of Study Group

President Kennedy has announced that six pilot food stamp projects will be set up within areas of maximum chronic unemployement. The nature of the food stamp program to be put into effect by USDA is under study.

The President ordered that pilot food stamp projects be established in West Virginia, Pennsylvania, southern Illinois, eastern Kentucky, northern Minnesota, and in the Detroit area.

The USDA announced on February 2 that Secretary of Agriculture Orville L. Freeman expects the final report of his task force on the pilot food stamp program before the end of the following week (this week). The announcement stated, in part:

"The task force has been at work since some weeks before the Inauguration considering the most constructive means of improving the diets and increasing the food consumption of the low income families in this country, particularly in the distressed areas. For the past several years, many groups have suggested a food stamp program in one form or another as the best means of accomplishing this.

"Secretary Freeman stated that the task force will make recommendations on the types of food stamp programs to be tested, criteria or testing objectives to be used in selecting the specific localities for the six projects in the designated areas, and the general outline of the studies to be conducted to determine the relative effectiveness of the different types of food stamp programs and administrative machinery.

"Mr. Freeman stressed the fact that the Department of Agriculture will proceed as rapidly as possible to get the projects under way but warned that to insure their effectiveness, a great deal of preparation and consultation will be necessary. He particularly pointed out that he will have his staff consult with the cooperating state welfare officials and food trade representatives in the early stages of working out the details of the projects.

"All of this will take some time before the projects can actually begin operations in the six areas. In the meantime, nationally, the augmented direct distribution of surplus foods to needy families now in operation will be pushed to meet the immediate food needs. This program will continue for the rest of the country even after the stamp projects get under way."

Canned Pork and Gravy in Expanded USDA Food Program

As one of his first official actions President Kennedy on January 21 issued an Executive Order directing the Secretary of Agriculture to expand the program of distributing surplus foods to the needy. USDA has announced purchase programs for canned pork and gravy, dried edible pea beans, and dried whole egg solids.

Canned Pork and Gravy

USDA announced January 24 that it intends to purchase canned pork and gravy with Section 32 funds for domestic distribution to needy families.

Purchases will be made only from packers or processors operating under federal inspection and in compliance with the Humane Slaughter Act of 1958. Pork and gravy must be packed in 29-ounce containers and be prepared in accordance with Schedule CC, "USDA Specifications for Pork and Gravy, Canned," October, 1959 (as amended).

First offers were due January 30, and additional offers will be due at 1 p.m. EST each Monday until further notice. Acceptances will be made by USDA by midnight each Wednesday.

Details and specifications regarding the purchases may be obtained from the Livestock Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

Dry Edible Pea Beans

USDA announced February 3 the purchase of 10.4 million pounds of dry edible pea beans of U. S. No. 1 grade. Each of the three successful bidders is in Michigan.

N.C.A. at Fieldmen's Conference

The Pennsylvania Vegetable Growers and Canners Fieldmen's Educational Conference held at Pennsylvania State University January 30-February 1 had the participation of several canning industry representatives. Among the highlights of the program was a panel discussion on varieties, direct seeding and machine harvesting of tomatoes, in which Dr. Edwin A. Crosby of the N.C.A. Raw Products Research Bureau participated. Other industry personnel on the program included Wayne Handwerk, Campbell Soup Company; Max D. Reeder, H. J. Heinz Company; Vaughn Staller, American Home Foods; and Jesse M. Huffington, Continental Can Co.

Fruit Committee Recommends Research on Pear Decline

USDA's Deciduous Fruit and Tree Nut Research and Marketing Advisory Committee has recommended expanded studies on pear decline as the most important immediate research need.

The committee also recommended greater effort to inform the public of the important part played by agricultural research in improving the national welfare. Leadership in this effort should be taken by USDA, the committee said, with participation also by producer organizations, state agricultural colleges, and business and related groups.

The committee held its annual meeting January 16-19 at East Lansing, Mich.

An important need in the area of farm research, according to the committee, is to develop ways of preventing insect damage to fruits and nuts and to control virus diseases of those crops. Most of the virus diseases are believed to be transmitted by insects, but many carriers are still unknown.

Development of improved mechanized methods for harvesting fruits and nuts to reduce labor costs and bruise losses would be advanced by expanded research, the committee also said.

Other work meriting high priority attention, in the committee's estimation, is as follows:

Marketing research: (1) Development of improved methods of controlling insects attacking dried fruits and nuts. (2) Economic analysis of factors affecting interregional competition in the deciduous fruit industry. (3) Studies to develop improved consumer packages.

Utilization research: (1) Basic research on the chemical and physical properties of deciduous fruits and tree nuts. (2) Development of chemical attractants to control fruit flies in processing plants.

Market service work: (1) A national annual estimate of fruit and tree nut acreage. (2) A new program of small fruit production estimates.

Copies of the committee's report will be available from the committee's executive secretary, Dr. Roy Magruder, Office of the Administrator, Agricultural Research Service, USDA, Washington 25, D. C.

Carl Smith, assistant produce director of Gerber Products Company, Fremont, Mich., is a member of the committee.

New Approach on N.C.A. Laboratory Reports

For many years the N.C.A. Research Laboratories have published a rather extensive annual report. This publication is now being discontinued because it is thought that by maximum use of the monthly bulletin *Research Information* the same purpose would be served with the added benefit of making the information available to the industry as soon as the work is completed. It is contemplated however that an all-inclusive report will be published periodically, perhaps every three or four years, summarizing results during that period. This would serve as a permanent record for the members and also could be used for public relations purposes to illustrate the type work being done by the laboratories.

Use of Agricultural Credit Rises with Farm Production

American agriculture is definitely a growth industry, according to R. B. Tootell, Governor of the Farm Credit Administration. The FCA operates the Farm Credit System, which provides long- and short-term credit to farmers and their cooperative marketing, purchasing, and business service organizations.

In an address Governor Tootell urged farmers not to be misled by oft-repeated statistics on the shrinking farm population that might lead them to conclude that agriculture is a dying industry.

"Actually, we face a certain growth situation," Governor Tootell said, in pointing out that by 1970 demands for meat animals are expected to increase by 37 percent, poultry products by 25 percent, fruits and vegetables by 36 percent, and feed grains by 40 percent.

Farmers at present are being penalized through surplus-depressed prices for performing a miracle in efficiency, according to Governor Tootell.

The Farm Credit Association announced that farmers set a new record in 1960 in money borrowed from their production credit associations. Total borrowing, amounting to more than $2.6 billion, was 3.7 percent more than the year before. According to the announcement, 469 of the 488 production credit associations are now wholly owned by their farmer-members.

FDA Memo Sets Limits on Staff Contacts with Industry

In a memorandum to all employees the FDA has established certain policies to be observed by those who have contact with industry and have to consider actions affecting industry.

The policy guides are an outgrowth of the report of the so-called Kendall Committee, a three-man group which was set up last June to look into charges that some FDA employees have acted improperly in their relationships with the industries which they regulate.

The Kendall Committee has reported that it found FDA employees to be carrying out their duties in the public interest. The group also recommended that "a reasonable control be put upon the access of industry representatives to FDA personnel considering actions affecting the industry."

Following are the policies which have been established by the FDA as a guide to all employees "who have occasion to be in contact with industry representatives, and who have occasion to consider actions affecting the industry":

"1. All officers shall keep in mind the Food and Drug Administration's long established principle that the responsibility of the Food and Drug Administration for maximum protection of the consumer cannot be delegated in any way to industry.

"2. At all times the rule of courtesy shall prevail. As representatives of the government we shall reflect tolerance, politeness and understanding.

"3. No representative of the Food and Drug Administration shall commit the Administration to any conclusion or action without adequate opportunity to study and evaluate all of the necessary information upon a given subject. All officers shall request from industry such evidence, in addition to that originally submitted, as may be needed to remove all reasonable doubts as to compliance with the law.

"4. An appropriate record for the file covering any contact with industry shall be prepared so that it will be available for review.

"5. Any undue solicitation or urging relative to the timing or substance of a decision shall be dealt with by politely but firmly advising that an appropriate answer will be provided as soon as it has been possible to evaluate all of the relevant facts.

"6. All supervisors shall review, from time to time, the manner in which those for whom they are responsible are handling contacts with industry in order to ascertain whether or not they are being handled in accordance with the above policy statement."

FDA Reports Its Plans for Four-fold Expansion by 1966

Ten-year objectives for the FDA are identified in a report prepared under the direction of Commissioner George P. Larrick. Among other things, the report recommends that FDA appropriations should be increased from the $6,779,000 available in 1957 to approximately $44,208,000 for 1966, so as to provide approximately 4,877 positions for 1966 compared with 1,031 for 1957.

This projection, it was said, would be at the rate of 15 percent a year to attain the orderly, four-fold expansion of FDA in ten years as recommended by the Citizens Advisory Committee in 1955.

In assuring the goal of consumer protection, industry also will be obliged to spend millions of dollars, it was said.

The FDA report was made public by HEW Secretary Flemming just before going out of office. According to the announcement, Mr. Flemming released the report "in the interest of promoting public discussion and demands for action and thus advancing the cause of adequate consumer protection."

Copies of the report are available from the FDA. Following is a summary of the report issued by the FDA:

Summary of the FDA's Report

"10-Year Objectives in Food, Drug, Cosmetic, and Therapeutic Device Protection"

There are few things in life more pervasive or more directly linked to our health and safety than our food, medical, and cosmetic supplies. There can be only one basic national objective in the program area of concern to the Food and Drug Administration (FDA). That objective is,

Safe, pure, and wholesome foods; safe and effective drugs, cosmetics, and therapeutic devices; honest and informative labeling and packaging of all of these products; and informative and effective labeling of hazardous household chemicals to assure maximum safety for users of these products.

Although our country enjoys the safest, most wholesome, and most truthfully labeled food, drug, cosmetic, and therapeutic device supply in the world, the 10-year objective is for continued improvement with ever-increasing consumer health and welfare benefit. This should come about through expanded research, educational and enforcement programs on the part of federal, state, and local regulatory agencies; a greater recognition and exercise of their responsibilities on the part of all segments of the regulated industries; and the cooperation and active assistance of trade associations, health agencies, consumer groups and other private organizations that have an interest in the legality and safety of the nation's foods, drugs, cosmetics, and therapeutic devices. While it is unlikely that perfection will ever be reached for the commodities encompassed by this area of program interest, constructive gains can be achieved by setting tentative goals augmented with a planned program for working toward these goals.

The Role of the Federal Government

(THE FOOD AND DRUG ADMINISTRATION)

Under the Federal Food, Drug, and Cosmetic Act and five related consumer protective laws, the Food and Drug Administration is responsible for consumer protection against harmful, insanitary, and improperly labeled foods, drugs, cosmetics, therapeutic devices, household caustic poisons and hazardous substances in interstate commerce. To properly strengthen its consumer protection programs, the Department believes that the appropriations to the FDA should be increased from the $6,779,000 available for 1957 to approximately $44,208,000 for 1966. This would provide approximately 4,877 positions for 1966 compared with 1,031 for 1957. This projection is based upon an orderly growth in the personnel strength at a rate of 15% per annum to reach a four-fold expansion in ten years within the framework of the recommendations made in 1955 by the Citizens Advisory Committee* and estimates of the additional personnel required to carry out adequate programs in areas of new responsibilities already imposed or expected to be placed upon the FDA by legislation subsequent to the Committee's study.

Funds have been appropriated and a contract awarded for the construction of a modern building in Washington to consolidate FDA's headquarters organization and facilities under the most effective operating conditions in accordance with one of the primary recommendations of the Citizens Advisory Committee. An appropriation is needed for the equipping of the building.

The funds projected for the FDA do not include amounts necessary for the pretesting and certification programs for colors, insulin, and certain antibiotics, and to establish safe tolerances for residues of pesticide chemicals in or on raw agricultural commodities since the appropriations for these activities are based upon fees collected from industry for these services. They also do not include federal expenditures for the food and drug consumer protection programs of other federal agencies as, for example, the meat and poultry inspection programs of the Department of Agriculture.

* A distinguished Citizens Advisory Committee, appointed by the Secretary of Health, Education, and Welfare in 1955, after studying the activities and programs of the FDA, expressed the opinion that the scope and complexity of the present enforcement problems, if dealt with inadequately, constitute a serious threat to the health and welfare of our citizens. The Committee found that FDA had insufficient funds, staff, and facilities and recommended a three to four-fold increase over a 5 to 10-year period.

The Role of State and Local Governments

Realization of the basic 10-year objective in terms of a reasonable level of consumer protection depends upon the development and strengthening of state and local enforcement agencies. The need for uniformity in state and local enforcement has long been recognized by the Association of Food and Drug Officials of the United States. Immediately after passage of the Federal Act in 1938, this group drafted, and recommended for national adoption, a uniform State Food, Drug, and Cosmetic Bill. Since then 25 states have enacted this law substantially as written, and 10 other states have adopted parts of it.

The Association of Food and Drug Officials of the United States has recognized the need for studying the adequacy of state food and drug laws and their enforcement and has sponsored a pilot study, which confirmed the need of a full-scale study.

Consumer protection at the federal level becomes increasingly more difficult with the ever-increasing varieties of new and more potent drugs, new devices, new insecticides and other agricultural poisons, new food additives, new cosmetics, and household chemicals with a multitude of useful purposes.

The difficulties of state and local enforcement increase in parallel with those of the federal government. To promote the over-all national basic objective, it is necessary that state and local laws keep pace with progress in the industries they regulate, and that funds, manpower, and physical facilities are made available for the enforcement of these laws for maximum consumer protection.

The Role of Private Resources

Industry, Including Trade Associations—Since under our system of free enterprise the production and marketing of a safe, pure, and wholesome, honestly and informatively represented supply of foods, drugs, cosmetics, and therapeutic devices is primarily the obligation of producers and distributors, it follows that industry must bear the bulk of the costs required to achieve the basic objective. Because these costs are not readily separable from the over-all operating costs of the regulated industries, it is not practicable to estimate what industry should spend over a 10-year period as its share in promotion of the national goal. The annual cost to industry could run into the hundreds of million dollars, if not into the billions.

The general high quality of American foods, medical supplies, and cos-

metics is conclusive evidence that most producers and distributors are aware of their responsibilities. The industry goal should provide for increasing self-regulation. This can be stimulated by adequate educational and enforcement programs of governmental regulatory agencies, by sound advisory and study programs on the part of industry associations, and by an informed public.

Foundations and Other Private Organizations—Many foundations, professional associations, health agencies, and other private organizations are in position to make significant contributions toward realization of the basic goal. The FDA has had the active assistance of a number of these organizations in the furtherance of its educational and enforcement programs. Since the FDA is not fully aware of the missions of many of these private organizations, the FDA is not now in position to evaluate the extent of the contributions that can reasonably be expected of them in furtherance of the basic goal. The FDA will explore and stimulate the potentialities in this area. An active program of liaison with national organizations interested in the programs of the FDA is in the public interest.

Veterans Administration Requirements for Canned Foods from the 1960-61 Pack

Following are the estimated requirements of the Veterans Administration for canned fruits, vegetables, and fish to be procured from the 1960-61 pack—by grade, can size, and estimated quantity:

Description	Grade	Can Size	Dozen Cans
CANNED FRUITS AND FRUIT JUICES			
Apples, sliced	C	# 10	7,567
Applesauce	A	# 10	8,062
Applesauce, dietetic	.....	#303	8,750
Applesauce with strained red raspberries	.....	# 10	1,212
Apricots, halved, unpeeled, water pack	B	#303	10,460
Apricots, halved, unpeeled, heavy syrup	B	# 10	7,207
Apricots, halved, peeled or unpeeled, solid pack—no added water or syrup	B	# 10	1,402
Apricot nectar	.....	46 oz.	8,250
Blueberries, native or cultivated, water pack	C	# 10	2,634
Boysenberries, water pack	.....	# 10	1,164
Cherries, R8P, water pack	C	# 10	4,974
Cherries, light, sweet, unpitted, water pack	B	#303	11,719
Cherries, light, sweet, unpitted, heavy syrup	B	# 10	4,484
Figs, Kadota or Magnolia, water pack	B	#303	7,420
Figs, Kadota or Magnolia, heavy syrup	B	# 10	5,180
Fruit Cocktail, dietetic	.....	#303	4,316
Fruit Cocktail, heavy syrup	B	# 10	9,086
Fruit for Salad, dietetic	.....	#303	5,314
Grapefruit, light syrup	B	#303	48,094
Grapes, Thompson's seedless	Fancy	# 10	1,266
Juice, Apple, single strength, unsweetened, clear	A	46-oz.	30,335
Juice, Cranberry	.....	gal. jar	2,084
Juice, Grape, single strength, Concord, unsweetened	A	# 10	10,362
Juice, Orange	.....	46-oz.	12,500
Juice, Grapefruit, natural	A	46-oz.	43,849
Juice, Grapefruit-Orange	.....	46-oz.	5,412
Juice, Prune	A	46-oz.	18,799
Olives, dark, ripe, unpitted, thrown pack, medium or large	B	# 10	714
Peaches, yellow clingstone, halved, water pack	B	#303	23,791
Peaches, yellow clingstone, halved, heavy syrup	B	# 10	11,291
Peaches, yellow clingstone, sliced, solid pack, without water	C	# 10	2,173
Pears, Bartlett, halved, water pack	B	#303	22,690
Pears, Bartlett, heavy syrup, halved	B	# 10	14,994
Pineapple, slices (whole) medium, water pack	A	# 2	10,483
Pineapple, slices (whole) medium, extra heavy syrup	A	# 10	5,985
Pineapple, crushed, heavy pack, sweetened, extra heavy syrup	A	# 10	3,494
Pineapple, tidbits, extra heavy syrup	A	# 10	3,778
Pineapple juice	A	# 10	24,746
Plums, purple, fresh, water pack	B	#303	10,354
Plums, purple, fresh, heavy syrup	B	# 10	4,697
Plums, green gage or yellow egg, heavy syrup	B	# 10	1,865
Sauce, Cranberry, jellied or strained	A	# 10	1,385
Sauce, Cranberry, whole	A	# 10	86
CANNED VEGETABLES AND VEGETABLE JUICES			
Asparagus, all green, cut spears. Cuts not less than ½ inch or more than 2 inches	A	# 10	11,032
Asparagus, as above except sodium content restricted to not more than 6 mg. per 100 grams	A	#300	15,406
Beans, dried, regular process, red, in brine	A	# 10	3,260
Beans, green, cut (¾"–1½"), round-sizes 2, 3, 4, 5, and 6, or flat sizes 3, 4 and/or 5	A	# 10	17,602
Beans, green, as above except sodium content restricted to not more than 3 mg. per 100 grams	A	#303	15,671
Beans, green, puree	.....	#303	2,082
Beans, lima, any variety, sizes tiny, small medium and/or large	B	# 10	5,635
Beans, lima as above except sodium content restricted to not more than 7 mg. per 100 grams	B	#303	6,298
Beets, sliced, small or medium size	A	# 10	13,185
Beets, dietetic	.....	#303	7,170
Beets, puree	.....	#303	6,278
Carrots, sliced or diced	C	# 10	2,930
Carrots, dietetic	.....	#303	4,250
Carrots, puree	.....	#303	10,468
Catsup, tomato	A	# 10	5,449
Clams, chopped	.....	#3 Cyl.	1,550
Corn, cream style, golden	B	# 10	5,376
Corn, cream style, dietetic	.....	#303	5,000
Corn, whole grain, golden	B	# 10	5,376
Corn, whole grain, dietetic	.....	#303	2,000
Hominy, whole, white, lye process	.....	# 10	1,793
Juice, Tomato	A	# 10	16,528
Juice, Tomato, sodium content restricted to not more than 12 mg. per 100 grams	A	# 2	13,141
Juice, Tomato Concentrate	.....	32-oz.	2,316
Juice, Vegetable cocktail	.....	46-oz.	10,628
Mushrooms, white, stems and pieces	C	16-oz.	8,547
Peas, sweet, sieve 3, 4 or 5 or any combination 1–6, 70%, 3, 4 and/or 5	B	# 10	15,718
Peas, as above except sodium content restricted to not more than 7 mg. per 100 grams	B	#303	20,800
Peas, puree	.....	#303	15,832
Pimientos, pieces	.....	# 2½	4,408
Potatoes, sweet, whole and pieces in light syrup	A	# 2½	35,520
Potatoes, instant, granular, #6 can	.....	# 10	4,840
Pumpkin	A	# 10	1,413
Squash, puree	.....	#303	1,500
Sauce, Chili	A	# 10	2,101
Sauerkraut	A	# 10	4,038
Soup, Tomato	.....	# 3	37,853
Soup, Cream of Mushroom	.....	# 3	35,145
Tomatoes	B	# 10	23,775
Tomatoes, sodium content restricted to not more than 12 mg. per 100 grams	B	#303	12,836
Tomato Paste	.....	#303	1,191
Tomato Puree, medium	A	# 10	12,485
Pickles, Dill	.....	gal. jar	1,951
Pickle, Relish	.....	gal. jar	1,731
Pickles, Sweet mixed	.....	gal. jar	904
Pickles, Chow-Chow	.....	gal. jar	452
CANNED FISH			
Salmon, red or sockeye	.....	# 1	17,517
Salmon, skin and backbone removed	.....	4-lb.	2,802
Salmon, red or sockeye, sodium content restricted to not more than 60 mg. per 100 grams	.....	# ½	8,211
Tuna fish, light meat, chunk style in vegetable oil	.....	4-lb.	5,828
Tuna fish, light meat, chunk style, sodium content restricted to not more than 50 mg. per 100 grams	.....	# ½	9,122
Sardines	.....	# 1	5,212

Items listed will be purchased by the Marketing Division for Subsistence, Veterans Administration Supply Depot, P. O. Box 27, Hines, Ill. Any questions regarding the requirements should be directed to the Chief, Marketing Division for Subsistence, at that address.

New Edition of C&TR Briefs Issued at Convention, Mailed

N.C.A. Briefs No. 6, the pocket booklet of trade and marketing newsnotes issued periodically as part of the N.C.A. Consumer and Trade Relations Program, was distributed at the recent annual Convention and copies were mailed last week to members and others on the C.&T.R. list. The issue contains data derived from various marketing research firms and publications, condensed to capsule form.

The current issue carried items dealing with merchandising and marketing of new products, and a thumbnail review of a recent study of labeling. It features also items on the value of women merchandisers to retail sales and the functions of retailer buying committees. It contains a testimonial from an important chain as to the business importance of its canned foods line and it lists the motives that guide today's food shopper.

There is a projection of future demand and consumption prospects in the food field and the publication carries its regular department summarizing highlights of the current N.C.A. C.&T.R. Program, including the Canning Crops Contest, the school curriculum program, the restaurant and institutional studies, features in national women's magazines, the annual Food Editors Conference, and the new 1961 theme of the Association, "Canned Foods—The Year-Round Harvest."

Family Weekly

Melanie De Proft, food editor, used a wide variety of canned foods in her article, "Convenience with Canned Foods," in the January 22 issue of *Family Weekly* magazine.

Canned foods used in the collection of 10 recipes include chicken gravy, sweet potatoes, beef gravy, mushrooms, pineapple chunks, apricot nectar, tomatoes, whole kernel corn, tomato sauce, sliced and halved peaches, luncheon meat, spaghetti in tomato sauce with cheese, condensed minestrone soup, tuna, peas, and vegetable juice cocktail.

The article is attractively illustrated with a color photograph of Chicken and Sweet Potato Casserole.

Family Weekly is one of the "big four" Sunday supplement magazines. It is distributed nationally with small daily newspapers.

Parade

Canned fruits were featured in a photograph-food article, "Fruit Pastry," in the February 5 issue of *Parade* magazine.

Beth Merriman, food editor, says, "A year-round dessert, this Fruit Cheese Tart recipe is as versatile as you care to make it because you can use any kind of canned or frozen fruits. It's handsome, too, and looks like the work of a continental chef. But it's easy to make and delicious to eat. Try it first with peaches, as we did, and then experiment with all the favorite fruits you keep on hand in pantry or freezer."

In addition to canned peaches the recipe suggests using canned bing cherries, apple slices, berries, pears, pitted plums, pineapple chunks, fruit cocktail or a combination of these.

Parade is a Sunday supplement magazine appearing in 65 metropolitan newspapers throughout the country and has a circulation of over 9,600,000.

Better Homes and Gardens

Myrna Johnston, food editor, and foods staff feature a total of 91 canned foods in a series of articles, "Creative Cooking From Packaged Foods," in the February issue of *Better Homes and Gardens* magazine.

The introduction to the series says, "Here are speed recipes—100 strong—that let you put ready-to-go foods through their paces. Canned, frozen, and packaged foods are the major ingredients—they fairly jump off the shelf to partner each other in new and exciting dishes. For instance, the Chicken 'n Biscuit Pie . . . is a glamorous can-can combo of chicken and vegetables plus a topper of refrigerated biscuits . . . our 15-minute Banquet—canned luncheon meat and sweets glazed with peach preserves. Page along for salads, desserts, snacks, and breads—all with short cuts built in."

Included in the 11-page series are "Sleight-of-hand main dishes," "Short-cut salads and dressings," "Desserts with your signature," "Snacks—easy!," and "Hot breads in a hurry." Canned fruits, juices, soups, vegetables, meats, sea foods, poultry, ready-prepared entrees and specialties are all included in the recipes.

The article is attractively illustrated with three full-page color photographs of main dishes, salads and desserts.

Canned Foods Profitable to Institutional Operators

The Case of The Silver Lions, a new booklet produced under the N.C.A. Consumer and Trade Relations Program, deals with the profitability to institutional operators of using canned foods. The publication was first exposed at the recent Convention when copies were passed out to those in attendance at the session dealing with the institutional market, when James C. Scully of Nejelski & Company, Inc., reported on the C.&T.R. fact-finding study he has been conducting.

Results obtained from depth interviews and field test programs were incorporated into the publication, titled "Silver Lions" as the fictional name of a restaurant chain.

The facts in the booklet reveal that restaurant operators and others in the eating-out field can successfully turn to canned vetgetables and other canned foods for added profits.

Copies of *The Case of The Silver Lions* were mailed last week to N.C.A. members and others on the C.&T.R. mailing list, as well as to 3,500 leading operators of institutional establishments.

In an accompanying letter, Carlos Campbell, Executive Vice President and Secretary, explained that N.C.A. members are entitled to 15 complimentary copies of the booklet, but that for quantities above 15 a cost charge of 50 cents per copy must be made. Non-members pay this charge for all bulk copies. Orders should be directed to the Information Division, National Canners Association, 1133 20th St., N. W., Washington 6, D. C.

Shipments of Glass Containers

Shipments of glass containers for food during the calendar year 1960 exceeded the volume shipped during 1959, according to a report by the Bureau of the Census, U. S. Department of Commerce.

Shipments of wide-mouth food containers were about the same total as the year before. Shipments of narrow-neck food containers were up 8½ percent.

	1959	1960
	(thousands of gross)	
Wide-mouth food (including fruit jars, jelly glasses and packers' tumblers)	44,150	44,263
Narrow-neck food	16,049	17,417

Packs of Beets and Carrots through Dec. 31, 1960

(N.C.A. Division of Statistics)

BEETS

State	through Dec. 31 1959	1960
	(actual cases)	
New York	2,814,468	2,581,535
Michigan	229,393	180,195
Wisconsin	2,570,195	2,330,142
Wash. and Ore.	1,045,076	1,058,788
Other states*	1,673,055	1,305,214
U. S. Total	8,332,187	7,455,874

* Calif., Colo., Md., Ohio, Pa., Texas, and Utah.

CARROTS

State	through Dec. 31 1959	1960
	(actual cases)	
New York	300,110	588,516
Md., Del., and Pa.	176,137	280,789
Wisconsin	477,984	792,629
Wash. and Ore.	562,456	734,832
Other states*	690,772	1,391,119
U. S. Total	2,207,459	3,787,885

* Calif., Colo., Ind., Mich., Minn., Texas, Utah, and Wyo.

1960 Packs of Vegetables

(N.C.A. Division of Statistics)

PEAS AND CARROTS

Region	1959	1960
	(actual cases)	
Northeast	130,297	138,809
Midwest	901,194	863,330
West	714,835	710,009
U. S. Total	1,745,835	1,712,229

Northeast: Del., Md., N. Y., and Pa. Midwest: Ind., Mich., Minn., and Wis. West: Calif., Ore., Utah, and Wash.

MIXED VEGETABLES

The 1960 pack of canned mixed vegetables totaled 2,349,575 actual cases compared with the 1959 pack of 1,972,633 cases.

SUCCOTASH

The 1960 pack of canned succotash totaled 344,627 actual cases compared with the 1959 pack of 386,427 cases.

Northwest Packers & Growers

Alvin H. Randall of United Growers, Inc., Salem, Ore., has been reelected president of Northwest Packers and Growers, Inc.

Stuart R. Kerr, Kerr Fruit Concentrates, Inc., Portland, Ore., was reelected vice president, and William E. Yeomans, Portland, was continued in office as secretary-treasurer.

Canners' Stocks of Canned Foods Jan. 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carry-over month	Case basis	Supply 1959-60	Supply 1960-61	Canners' Stocks, Jan. 1 1960	Canners' Stocks, Jan. 1 1961	Season Shipments to Jan. 1 1960	Season Shipments to Jan. 1 1961
			(thousands of cases)					
Apples	Sept.	6/10	4,473	3,900	2,947	2,419	1,525	1,481
Applesauce	Sept.	actual	18,408	19,029	12,299	12,693	6,108	6,336
RSP cherries	July	actual	4,326	2,555	2,014	1,062	2,312	1,493
Peaches	June	24/2½	33,722	34,703	15,702	17,193	18,020	17,510
Pears	June	24/2½	11,589	10,749	6,532	6,221	5,057	4,528
Apricots	June	24/2½	5,180	6,770	1,997	3,693	3,183	3,077
Sweet cherries	June	24/2½	964	754	425	317	539	437
Purple plums	June	24/2½	1,961	650	918	211	1,043	439
Pineapple*	June	actual	20,134	20,218	8,628	9,537	11,506	10,681
Pineapple juice*	June	actual	14,113	14,619	7,794	6,419	6,320	8,200
Asparagus	March	actual	8,697	9,322	2,569	2,796	6,128	6,526
Beans, green and wax	July	actual	30,574	30,676	16,181	16,271	14,393	14,405
Beets	July	actual	10,310	8,945	5,721	4,716	4,589	4,229
Carrots	July	actual	3,008	4,145	1,085	2,549	1,383	1,596
Corn	Aug.	actual	42,823	37,374	25,020	21,386	17,803	15,988
Peas	June	actual	38,670	33,248	19,220	15,857	19,450	17,391
Spinach	March	actual	6,909	7,271	2,144	2,279	4,765	4,992
Tomatoes	July	actual	27,248	25,773	13,348	12,615	13,899	13,158
Tomato juice	July	actual	38,300	38,067	23,052	21,993	15,248	16,074
Catsup	July	actual	35,039	39,839	20,290	24,150	14,749	15,689
Chili sauce	July	actual	3,326	3,278	1,857	1,795	1,469	1,484

* Source: Pineapple Growers Association of Hawaii.

Poultry Used in Processing

Poultry used in canning and other processed foods during the calendar year 1960 totaled 404,051,000 pounds, 40 percent more than the 288,054,000 pounds used during 1959, according to a report by the Agricultural Marketing Service of USDA.

	1959	1960*
	(thousands of pounds)	
Young chickens	51,842	101,752
Mature chickens	135,836	191,644
Turkeys	80,261	101,512
Other poultry	115	9,143
Total, Jan.-Dec.	288,054	404,051

* Beginning with Oct., 1960, data on poultry parts and fat used in canning are no longer available by class of poultry, and data are not precisely comparable, therefore.

Calif. Processors & Growers

Paul V. Rea of United States Products Corp., Ltd., San Jose, has been elected president of California Processors and Growers, Inc.

Frank J. Maestri of the Dole Corporation, San Jose, was elected vice president, and John W. Bristow, Oakland, was reelected executive vice president.

Meat Canned in December

under Federal Inspection

(Agricultural Marketing Service of USDA)

	3 Lbs. & over	Under 3 Lbs.	Total
	(thousands of pounds)		
Luncheon meat	14,751	14,008	28,759
Canned hams	26,697	355	27,052
Beef hash	476	7,667	8,143
Chili con carne	974	12,993	13,967
Vienna sausage	382	5,165	5,547
Frankfurters and wieners in brine	12	1,288	1,300
Deviled ham	.....	925	925
Other potted and deviled meat products	.....	3,366	3,366
Tamales	240	2,754	2,994
Sliced, dried beef	58	228	286
Chopped beef	6	661	667
Meat stew	288	11,506	11,794
Spaghetti meat products	322	9,409	9,731
Tongue (not pickled)	59	142	200
Vinegar pickled products	1,092	1,776	2,868
Sausage	.....	516	516
Hamburger	771	11,021	11,792
Soups	1,278	53,283	54,561
Sausage in oil	414	370	784
Tripe	5	397	401
Brains	.....	194	194
Loins and picnics	3,202	108	3,310
All other products 20% or more meat	955	7,668	8,623
All other products less than 20% meat (except soup)	816	23,137	23,953
Total	52,795	168,938	221,734

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 234,834,000 pounds.

Walter L. Graefe; Legislative Chairman, 1939 President

Walter L. Graefe, former president of the Pomona Products Company, Griffin, Ga., died there February 5 after a brief illness. He was the 1939 President of the N.C.A. and served the Association continuously until his retirement a few years ago.

Mr. Graefe is generally credited with being the founder of the pimiento canning industry in Georgia, and was a leader in promoting and winning nationwide acceptance of Georgia pimientos.

Born and raised near Baltimore, he was educated at Western Maryland College, taught school and coached athletics, and served as an infantry officer during World War I. Following his discharge he was told by a friend of a small pimiento packing business in Griffin which, with proper management, had good possibilities. He thus entered the canning business as a partner, and in 1920 organized and incorporated the Pomona Products Company, with Georgia's first pimiento cannery.

Under Mr. Graefe's direction the problems of increasing production of pimientos in the field and in the plant were overcome. Although pimientos were regarded only as a specialty, coming at first only from Spain, he succeeded in winning new markets for the Georgia pimientos. He attributed much of the pimiento's popularity to its red color and was the first to utilize color advertising to promote them. He also had a part in introducing the use of pimientos in other food products such as luncheon meats and cheeses.

Mr. Graefe entered into N.C.A. activities during the 1930's. He was best known, starting with the New Deal era, for his work with the Legislative Committee, of which he was Chairman for many years. Mr. Graefe also served at various times on the Finance Committee, Raw Products Committee, and Statistics Committee, and supported the work of the Consumer Service Division.

He was the first president, in 1933, of the Georgia Pimiento Canners Association, which was expanded later into the Georgia Canners Association. He was president of the Georgia State Chamber of Commerce in 1946 and 1947, and was chairman of the hospital authority which built and now operates a 110-bed hospital in Griffin.

Clarence M. Walters

Clarence M. Walters, 76, former official of Libby, McNeill & Libby, died January 28 in a Chicago hospital, after 30 days serious illness.

From 1934 through the World War II period Mr. Walters was the principal contact man for his company with government agencies in Washington and the chief Libby representative in N.C.A. activities. In this area Mr. Walters displayed great versatility and at one time or another served on practically every one of the Association action committees: Statistics, Labeling, Home Economics, Scientific Research, Finance, Legislative, Raw Products, Trade Practices, Simplification of Containers, Foreign Trade, and National Defense. Also he served two three-year terms as an N.C.A. Director.

Born in 1885 in Cleveland, Ohio, Mr. Walters started work with the Libby Company as a clerk in 1908. The following year he was a salesman in the New York office, and in 1911 was transferred to the Philadelphia sales office as manager. He then managed the Brooklyn olive packing operation of the firm for seven years until his transfer in 1919 to management of the Libby-Chatham, Ontario, plant. In 1920 he was returned to Philadelphia as district manager in charge of several sales offices, and in 1922 began an eight-year period of service in Chicago as manager of the pickle and olive department, which gave him charge of operations as well as sales.

It was in 1934 that he advanced to the president's executive staff and in that same year began his long period of service for Libby with federal agencies and in Association work. In 1940 Libby made him manager of the Purchasing Department. His retirement from active duty took place June 1, 1949, at which time, in recognition of his years of service to N.C.A., he was made an honorary member of the Association.

Seth H. Soule

Seth H. Soule, 79, former president and chairman of the board of the Monmouth Canning Co., Portland, Maine, died January 30. He was one of the small group of canners who developed the corn canning industry.

Born at Buxton, Maine, he was graduated from Gorham high school and attended the University of Maine. He was the active head of the Monmouth Canning Co. from 1909 until he retired in 1951.

Mr. Soule was one of the founders of the Maine Canners Association, which he served as president. He also was a member of the N.C.A. Board of Directors, 1932-34 and 1941-43.

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